

Book of The Lamentations of the Non-Advertiser

CHAPTER II.

1. When Smith had purchased one dozen dresses used as samples by a travelling salesman, at half their original cost, he said to himself, "I have made a good trade. These dresses will sell for three-fourths as much as a new dress and that will yield me a good profit."

2. And he sat down to think to whom he could sell these dresses at a bargain.

3. I think Mrs. Jones will buy one. She has lived here many years and knows that my word is as good as my bond. Mrs. Jones will surely be pleased to get so good a dress for so little money.

4. And he waited until Mrs. Jones should come into his store.

5. On the third day Mrs. Jones requested her husband to stop into Smith's on his way home and get a spool of thread. And he did so.

6. When Smith handed the thread to Jones he said, "Tell your wife I have purchased a dress that I think will please her and I shall be able to make her a special price on account of my favorable purchase."

7. When Mr. Jones had lighted his pipe after supper and picked up the family paper he noticed an announcement by Mr. Able, the merchant further up the street, that he would have a shipment of new dresses and gowns on display that morning at his store. This reminded him of Mr. Smith's errand to his wife, and he told her.

8. Why, John, she replied, I bought me a new dress this very day at Mr. Able's. I saw by the paper he was to have a new lot this morning and I found a beauty that was just what I wanted.

9. And Mr. Smith sold her no dress that time.

10. When he had heard that Mrs. Jones had already bought elsewhere, he said, I will sell the dress to Mrs. Traveller. She goes about some but she knows I am here and that I used to sell her mother good reliable dresses when she was a small girl. Surely I can sell such a good dress to her.

11. And it came to pass seven days after that Mrs. Traveller stepped into Mr. Smith's store to buy a dozen needles.

12. But Mr. Smith did not mention his dress to her because he saw she had on a new dress exactly like the one he wanted to sell her.

13. Although he repressed his curiosity and did not ask her where she found that dress, her reference to the fact she had reached home the day before from a flying trip to the Hub, revealed the place where she had purchased her dress.

14. And by that time most of the women had purchased their dresses, a few from Mr. Smith, but many of them elsewhere.

15. When the season had passed Mr. Smith still had that dress and four others on his hands.

16. His neighbors knew he was there, had been there for forty years, that he was an honest man, and a good neighbor, but they did not know of his special purchase of dresses and they bought elsewhere.

17. And Mr. Smith grumbled to the loafers in his store about how poor trade was. They, in turn, talked among their friends how poor trade was at Mr. Smith's and the impression was soon made that he had only his forty-year-old reputation to offer any customer who might happen into his store because they knew it was there.

It might have been different, but Mr. Smith thought, "It is no use to advertise."

A TRAGIC RETREAT

When the Afghans Lured the British Into the Jaws of Death.

THE EVACUATION OF KABUL.

Of 16,000 Persons Who Left the City Under Pledge of Safety Only One Man, Except a Few Prisoners Taken, Escaped Massacre.

In this wondrous day of wire and wireless we learn, half across the world, the events of the day almost instantaneously, and the very elements carry abroad the news. It is more than romance; it is miracle, but a miracle that may banish forever from the pages of the future historian and romance one of the most dramatic figures of the past—the messenger bringing first news from the battlefield.

Long even before Phelippides of Marathon ran to Athens from the immortal battlefield, cried "Victory!" and fell dead the messenger held a place in myth and chronicle that he has maintained for centuries. Sometimes he is merely the swiftest rider or runner, sometimes a hero of the fight, chosen as an honor to bear glad tidings; sometimes a hard pressed refugee, sometimes even a lone survivor.

Lady Elizabeth Thompson Butler, the distinguished woman painter of wartime scenes, of which "The Roll Call" is most famous, once illustrated in a less known painting one of the most tragic episodes in the history of modern England—the arrival of Dr. William Brydon at Jalalabad, Jan. 13, 1842. Her terrible little picture shows the young Scotch surgeon, dazed, desperate, exhausted, clinging half-conscious to his weary horse as the walls of the city loom in sight.

He had come from Kabul, through the mountains, in midwinter, one of a retreating army of British and native troops, accompanied by swarms of attendants and camp followers. With them at first were also nine Englishwomen, wives of officers, including Florentia, Lady Sale, wife of Sir Robert Sale, the commander at Jalalabad, and his daughter. There were also fourteen children. A long, intricate and hideous series of blunders, treacheries and murders had brought the tremendously outnumbered British in Kabul to the point where evacuation of the city and acceptance of a promised safe conduct to Jalalabad seemed to their leaders the best that could be hoped for, and the retreat began.

But the Afghans did not keep their word, and soon there were no leaders. Before the march was half over many were slain and conditions were so hopeless that the others yielded to a proposal to surrender the commanding general himself, General Elphinstone, together with the women and children, into the care of the Afghan chief, Akbar Khan, as hostages, but not until the Kurd Kabul was passed.

The gorge of the Kurd Kabul is a five mile ravine between high mountains, so narrow, lofty and grim that in winter the sun scarcely reaches its depths. That January it was deep in snow, the rocks were glazed with ice, and upon every mountain slope, in every crevasse, behind every bowlder, lurked the fanatic Afghan tribesmen, with their long guns and long knives. Weary, crowded, half crippled by frost, the confused and formless masses struggling through the gloomy canyon soon lost all semblance of an army, as the slaughter soon lost all semblance of battle. It became simply the massacre of a rabble, and the snow grew red.

"Three thousand men," says the historian Sir J. W. Kaye, "fell under the fire of the enemy or dropped down paralyzed and exhausted to be slaughtered by Afghan knives. And amid these fearful scenes of carnage, through a shower of matchlock balls, rode English ladies on horseback or in camel panniers, sometimes vainly endeavoring to keep their children beneath their eyes and then losing them in the confusion and bewilderment of the desolating march."

After the general became a captive with the women the rout and slaughter increased in horror. The Jugaluk pass succeeded the Kurd Kabul; a dark, steep, winding track ascending high among frowning crags, and barricaded at its narrowest point. It was a trap. The fugitives were caught beyond escape. A mere handful emerged alive.

Within sixteen miles of Jalalabad only six of these remained. Before those sixteen miles were covered five of the six had been killed by straggling marauders.

Dr. Brydon alone, one man out of 16,000, reached the goal and bore the awful news.

Later, when England awoke and avenged the women and children and a few prisoners were rescued. Dr. Brydon himself lived to share and survive the famous siege of Lucknow, another terrible episode in his country's history, but one as honorable and inspiring as the retreat from Kabul was humiliating and disastrous.—Youth's Companion.

Concentrated Sun Rays.
Archbishops once arranged a number of mirrors so as to bring the rays of the sun to a point called a focus which means a hearth. The heat thus gathered together from the sunshine is said to have been sufficient to set fire to the Roman ships, which were besieging the harbor of Syracuse.

He who feasts every day, feasts no day.—C. Simmons.

ROYAL

BAKING

POWDER

Absolutely Pure

No Alum—No Phosphate

LOST TWO MATCHES Newport and Lyndonville Defeated Local Bowlers.

Business was brisk for the bowlers last week. The locals faced three outfits and dropped two of the matches. Newport took them into camp Wednesday night, but the Nationals of Lyndonville were not equal to the task the next evening.

At the 'Ville Friday evening the St. Johnsbury team was defeated by a score of 1386 to 1230. Lyndonville's score was remarkable and made their visitors best efforts look rather tame. Wright was the only man to approach the 'Ville averages. Matches will be played at the 'Ville tonight, at Barre Thursday night and the Lyndonville team comes here Friday night. Scores:

NEWPORT			
Antetamario	81	98	86
Hill	73	86	77
Nelson	86	86	89
White	81	82	86
Pallin	94	92	94

ST. JOHNSBURY			
Paradis	415	444	432
Spaulding	91	83	84
Hart	82	96	82
Wright	85	78	100
Kimball	78	83	82
	76	80	83
	412	420	431

LYNDONVILLE NATIONALS			
Colby	115	76	78
T. C. Beattie	70	84	87
J. Beattie	84	76	66
Downer	90	78	92
Pease	77	83	70

ALL STARS			
Gorham	82	83	105
Hopkins	81	73	68
Spaulding	77	85	80
Clacci	88	85	87
	74	86	103
	402	412	443

LYNDONVILLE			
Munsey	78	114	92
Blodeau	91	107	84
Dana	81	94	84
Wells	83	78	96
Davidson	93	87	102

ST. JOHNSBURY			
Paradis	68	71	82
Spaulding	87	82	93
Hart	93	78	96
Wright	86	101	94
Kimball	80	88	81
	414	420	446

H. W. ELLIS COMMANDER Elected Head of Military Order of Foreign Wars.

Capt. H. W. Ellis was elected commander of the Military Order of Foreign Wars of the United States at a meeting held at Montpelier last Friday evening. Other officers are, vice commander, E. H. Prouty of Montpelier; secretary and registrar, H. T. Johnson of Bradford; treasurer, F. E. Putnam of Brattleboro; judge advocate, J. E. Creed of Rutland; surgeon, G. R. Anderson of Brattleboro; chaplain, Frank L. Greene of St. Albans; companions of council, Dr. Joe W. Jackson of Barre, J. H. Estey of Brandon, F. W. Russell of Plymouth, N. H.; past commander, W. A. Pattee of Montpelier; committee on nominations, O. D. Clark of Montpelier; George N. Tilden of Barre and W. A. Pattee of Montpelier. Congressman F. L. Greene gave a smoke talk on preparedness.

The mid-year meeting of the Vermont Federation of Women's clubs was held Thursday in the Congregational church at Bethel with about 30 members of the executive board in attendance. Reports of the heads of departments were read, routine business was transacted and songs by Mrs. W. O. Belknap of South Royalton and Mrs. H. P. Perkins were enjoyed. In the evening a reception was given at the home of Mrs. E. A. Davis and attended by nearly 100 ladies. The rooms were decorated with flowers and an orchestra furnished music and refreshments were served by the teachers of the village schools. In the receiving line were the hostess, Mrs. Davis; Mrs. S. M. Washburn, president of the Bethel club; Mrs. Robert E. Smith of White River Junction, president of the Federation; Mrs. B. H. Stone of Burlington; Mrs. Walter Slack of Springfield; Mrs. G. H. Smille of Montpelier, and Mrs. Wheeler of White River Junction.

Large Orders For Scales.
E. & T. Fairbanks & Co. have received several large orders for scales during the past week, one being for postal scales. These orders in addition to those received earlier promise a busy season at the shops.

Don't worry. Advertise what you have to sell is all that is necessary. worry takes too much vitality. Mail order houses advertise and

Vermont Trade Report.

Bradstreet's Burlington office reports regarding the stone business show the increase in the building work has been beneficial and among certain lines when the outlook a year ago was below normal, at present there is an optimistic sentiment expressed. As is to be expected, the volume of business done in granite for monumental work has fallen off and plants are operating fewer men than two months ago, but the opinion is expressed that with the coming spring the demand will resume near to a normal period. Building stone plants are fully employed. Among the marble manufacturers some reports indicate a resumption in demand. Some good contracts for interior work have been placed. There appears to be a better feeling among the trade in this line although collections are slow.

Slate shows a gain in demand both for roofing slate and so called manufactured stock. Labor is well employed at the quarries and the outlook for the future is more encouraging. Manufacturers of talc as well as kaolin plants state the demand still holds firm and the output is much in excess of what it was a year ago. Labor in this line is well employed. Ochre moves slowly. Manufacturers of toys and novelties report a brisk demand and one state manufacturing plant in this line is planning to increase its output and capacity.

Inquiry made in the poultry raising sections of the state reflect that in some instances turkey are not as plentiful as they were a year ago. The wet period of the early summer had a damaging effect. Geese are not as plentiful as last year but there appears to be more chickens and fowls than usual. The prices so far have been about the average for the period. The supply of other Thanksgiving commodities is about as usual for this season of the year. General retail trade for the month has been fairly active.

Returns from Bradstreet's from 147 cities in the United States and Canada give the total expenditures for the past ten months of the present year as nearly \$681,000,000 as compared with \$694,600,000 for the same period in 1914, which shows the year 1914 to have been only one and nine-tenths per cent. above that of the present year. There was an increase in building expenditures during the past month of 37.1-10% and the prospects are that with the remaining two months the year may wipe out the decrease and show a gain. Reports for this month so far in the state give a total of five mercantile failures, none of which involve any large sums.

College Club Meeting.
The November meeting of the College club was held on Saturday afternoon with Mrs. M. G. Benedict on Main street. Reports were read by the secretary and treasurer and accepted. It was then voted to use \$15 of the club money, to be supplemented by as many individual gifts as possible, for the Belgian Relief work. The money is to go to swell the fund being raised by Henry Clever of New York for the purchase of shoes for the sufferers.

After the business the meeting was spent in the consideration of many phases of the Child Labor problem, presented by various members of the club. Afterwards tea was served and a very social time enjoyed.

WHEN THE SUN DIES.

Deadly Haves the Change Will Enact Upon Our Poor Planet.

"If the sun should go out how long would it be before darkness would appear on the earth?" asks a reader. Eight minutes, eighteen seconds and five hundred and sixty-six one-thousandths of a second!

At the end of that brief interval of time the blue curtain of day would disappear as if an almighty hand had snatched it off, and the dome of night, spangled with stars, would instantaneously arch the earth. We would be plunged into darkness so quickly that for a moment nothing would be visible. Then the piercing rays of the stars would begin to affect our eyes, and after that, gradually, our immediate surroundings would dimly emerge from the gloom. There would be starlight, but no moonlight, for the moon shines only with reflected sunlight.

At first the disappearance of the light would be the thing most troublesome to us, but as time went on a chill would begin to creep over the sunless earth, and out of the dark and frozen air, all around the globe, a pallid snow would descend, as the atmospheric moisture condensed. When days and weeks had elapsed the awful cold of outer space would chill the atmosphere down to the earth's surface and animal and vegetable life would alike perish in the endless winter of universal night!—Garrett P. Serviss in New York Journal.

Supt. Silas Sprague in Town.

Silas I. Sprague, superintendent of the Hillsborough county farm, Grasmere, N. H., is visiting his brother and sister, Mr. and Mrs. Lyndon Arnold, other relatives and friends in St. Johnsbury. Mr. Sprague left the Fairbanks scale factory as sealer of scales, June 1891, to take a position as superintendent of the Lake View stock farm, Meredith, N. H., resigning there in December 1895 to accept the superintendency of the state industrial school farm at Manchester, N. H., resigning this position in May 1912 and accepting the superintendency of his present position. Mr. Sprague has made these changes without any loss of time, simply moving from one to the other. Mr. Sprague will be remembered in St. Johnsbury as being very active in religious work, being a member of the Free Will Baptist church, superintendent of the Sunday school, president of the Christian Endeavor society, which he helped to organize in that church, also a member of the Y. M. C. A., one of the directors, also chairman of the reception committee of 20 members. Mr. Sprague feels very sorry for the boys and young men that they haven't any Y. M. C. A. here now, for he believes the Y. M. C. A. to be a great help to boys and young men especially. Mr. Sprague was also chaplain of the N. E. O. P. holding his membership here until quite recently he was transferred to the lodge in Manchester, N. H.

IN MUNICIPAL COURT

People Who Looked Upon Wine When It Was Red in Tolls of the Law.

People who could not handle liquor but allowed liquor to handle them furnished most of the cases before Municipal Court last week. Frank Liberty, a blacksmith in Barre, is serving 10 days in jail. Medrie La-rochelle of Hardwick was fined \$5 and costs. Alberta Duval and Cora Jaynes of East Burke were each assessed a similar amount for intoxication. The places of W. E. Nunn and O. G. King were searched for illegal game but none was found and the cases were not prosed. The officers failed to find any intoxicating liquor at the place of George Dupuis and the complaint against him was not prosed.

The town of Royalton is the defendant in a suit for \$15,000 brought in United States district court for Maud Runnels of Springfield, Mass., administratrix of the estate of Fred W. Runnels, who was instantly killed Nov. 6, 1913 when the bridge he was crossing broke down, throwing him and his machine into the bed of the stream.

REAL ESTATE FOR SALE

Lafayette Street, house and barn, lot 6x8 rods, fine location.

Marion Avenue, four tenement house, price right.

North Railroad Street, three tenement house, well rented.

200 Acre Farm, 2 1/2 miles from East St. Johnsbury Village, large house, piazza, in fine condition, two barns, large sugar orchard, fully equipped with stock and tools if desired. Must be sold.

Tenements to rent, \$7 and \$8 per month. Farms and other residential properties for sale.

RICKABY & CO.
95 Eastern Ave. St. Johnsbury, Vt.



How we can give you Better Bank Service

We don't want you to think of this bank just as a place to deposit your money, although of course we are glad to have you keep as large a balance as possible with us.

It is our desire to render our patrons every service and accommodation that can reasonably be expected from us.

The Burroughs Bookkeeping Machine which we are using in our accounting department makes it possible to give you better service in the handling of your account, greater accuracy, prompt-

ness, and more thorough protection of the funds you leave in our care.

Please do not hesitate to avail yourself of every sort of service we are able to give. Talk your business problems over with us—often we are able to make practical and useful suggestions to those of our patrons who come to us for advice in such matters.

Come in and consult with us at any time—and let us show you how our bookkeeping machine safeguards your account by making mistakes impossible.

THE MERCHANTS NATIONAL BANK

ST. JOHNSBURY, VERMONT

NEW SILK WAISTS

We are featuring in our Waist Department a wide diversity of New Styles and some really wonderful values in Crepe de Chine, Pussy Willow Silk, Chiffon, Messaline, Fancy Stripe and Plaid Silks.

Two Special Lots on Our Counters at

\$2.49 and \$3.49 each

Other Stylish Numbers at

\$3.95, \$4.50 \$4.95, \$5.95, and \$6.50 each

Continuing the Sale of

\$2.50 and \$3.00 HAIR SWITCHES at

\$1.45 Each

A beautiful assortment was placed on sale last week, and so varied was the range of shades, that you can come tomorrow with the assurance of securing a perfect match for your hair. They are 24 inches long. The hair is fine quality, with a permanent wave, every imaginable shade (except grey).

Our Thanksgiving Sale of Linens

—Advertised Last Week—

will be continued until Thursday the 25th inst. We cannot emphasize too strongly the advantage which you will gain by anticipating your linen needs for a year—yes for two years in advance. Not a piece of Linen in our stock today that we can duplicate—except at an advance of 25 to 40%—and the end is not yet.

Leach & Waterman